

## CLAIMS

1. A method, comprising:

comparing user concerns with a Web site privacy policy to determine if any portion of the Web site privacy policy conflicts with one or more of the user concerns;

transforming the Web site privacy policy to emphasize portions of the Web site privacy policy that conflict with the user concerns; and

displaying the transformed Web site privacy policy so that the emphasized portions of the Web site privacy policy are demarcated from other portions of the Web site privacy policy.

2. The method as recited in claim 1, further comprising collecting user concerns from a user.

3. The method as recited in claim 2, further comprising collecting the user concerns from a user via a concerns settings user interface.

4. The method as recited in claim 1, wherein:  
the Web site privacy policy includes one or more policy statements;  
the comparing further comprises comparing each privacy policy statement with each user concern; and

a conflict is identified when there is a conflict between a privacy policy statement and a user concern.

1           5.     The method as recited in claim 1, wherein the privacy policy further  
2 comprises a policy file that conforms to P3P (Platform for Privacy Preferences  
3 Project) standards.

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5           6.     The method as recited in claim 1, wherein the privacy policy is  
6 contained in an XML (eXtensible Markup Language) file.

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8           7.     The method as recited in claim 1, wherein the transforming step  
9 further comprises an XSL (eXtensible Stylesheet Language) transformation.

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11          8.     The method as recited in claim 1, further comprising notifying the  
12 user that a conflict exists between the user concerns and the Web site privacy  
13 policy file.

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15          9.     The method as recited in claim 1, wherein the displaying is only  
16 performed upon the user indicating that the user wants the transformed Web site  
17 privacy policy to be displayed.

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19          10.    The method as recited in claim 1, wherein the comparing,  
20 transforming and displaying steps are only performed when the user explicitly  
21 initiates a policy analysis.

1        **11.**    A system, comprising:  
2        a user concerns menu that is configured to allow a user to enter user  
3 concerns that are privacy concern preferences that apply to browsing Web sites;  
4        a Web browser configured to allow the user to access one or more network  
5 Web sites;  
6        a trust engine configured to compare the user concerns with a privacy  
7 policy file included in a Web site and to identify conflicts between the user  
8 concerns and the privacy policy file;  
9        a transformation module configured to transform the privacy policy file into  
10 a user-centric policy display that emphasizes one or more portions of the privacy  
11 policy file that conflict with the user concerns; and  
12        a user interface module configured to display a user interface that includes  
13 at least the portions of the privacy policy file that conflict with the user concerns.  
14

15        **12.**    The system as recited in claim 11, wherein the trust engine is further  
16 configured to compare each user concern with each of multiple statements making  
17 up the privacy policy file and to identify a match when a statement is found that  
18 contradicts a user concern.  
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20        **13.**    The system as recited in claim 11, wherein the Web browser is  
21 further configured to provide a conflict notification when there is a conflict  
22 between a user concern and the privacy policy file.  
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1           **14.**     The system as recited in claim 11, wherein the Web browser is  
2 further configured to provide a privacy actuator that, when activated, initiates the  
3 comparing, transformation and display.

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5           **15.**     The system as recited in claim 11, wherein the user interface module  
6 is further configured to display a user interface that displays the portions of the  
7 privacy policy file that conflict with the user concerns more prominently than the  
8 portions of the privacy policy file that do not conflict with the user concerns.

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10          **16.**     One or more computer-readable media including computer-  
11 executable instructions that, when executed on a computer, perform the following  
12 steps:

13           comparing a set of user concerns with a set of Web site privacy policy  
14 statements to determine if a privacy policy statement conflicts with a user concern;

15           if a conflict is identified between a user concern and a privacy policy  
16 statement, transforming the privacy policy statements for presentation to a user so  
17 that the privacy policy statement is emphasized over other, non-conflicting privacy  
18 policy statements; and

19           displaying a user interface that presents the privacy policy statements in the  
20 transformed state.

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22          **17.**     The one or more computer-readable media as recited in claim 16,  
23 further comprising collecting the set of user concerns from a user.

1           **18.**     The one or more computer-readable media as recited in claim 16,  
2 further comprising receiving a prompt from a user before executing the comparing  
3 and the displaying.

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5           **19.**     The one or more computer-readable media as recited in claim 16,  
6 further comprising providing a conflict notification to a user to inform the user  
7 that a conflict has been found to exist between the privacy policy statements and  
8 the user concerns.

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10          **20.**     The one or more computer-readable media as recited in claim 16,  
11 further comprising providing a conflict notification to a user to inform the user  
12 that a conflict has been found to exist between the privacy policy statements and  
13 the user concerns, and only performing the displaying upon detection of a user  
14 response to the conflict notification.